

UNAPPROVED MINUTES
ARTS COMMISSION
CITY OF MILPITAS

Minutes: Meeting of the Arts Commission (AC)
Date of Meeting: Monday, February 27, 2006
Place of Meeting: Milpitas City Hall, 455 E. Calaveras Blvd., Committee Conference Room

I. Call to Order The Chair called the Meeting to Order at 7:00 p.m.

II. Pledge of Allegiance The Chair led the Commission in the Pledge of Allegiance

III. Roll Call Commissioners Present: Rabe, McGuire, Hays (7:08), McGuire, Ogle, Ettinger, Alternate's Aragon (7:03) and Butler

Commissioners Absent: Foulk, Hicks

City Staff Present: Recreation Services Supervisor, Kathleen Yurchak, Community Enrichment Coordinator, Renee Lorentzen, Public Services Clerk, Tirzah Cedillo

City Council Liaison Present: Council Member Giordano

IV. Seating of Alternates Alternate Butler was seated for Commissioner Foulk and Alternate Aragon was seated for Commissioner Hicks.

V. Approval of Agenda **MOTION** to move item #2 under New Business; Phantom Art Gallery Review–Golden Hills Art Association to item #1 under Announcements/Correspondence because of the bad weather conditions, per Commissioner Rabe.

M/S: Rabe/McGuire Ayes: All

MOTION to approve the Agenda of February 27, 2006 as amended.

M/S: McGuire/Ettinger Ayes: All

VI. Approval of Minutes **MOTION** to approve the Minutes of November 28, 2005.

M/S: Ettinger/McGuire Ayes: All

VII. Citizens Forum No members from the audience wished to speak.

VIII. Announcements/Correspondence

Recreation Services Supervisor, Kathleen Yurchak stated invitations have been mailed for the Commissioners' Recognition Event scheduled for April 4, 2006 at 7:00 p.m. in the City Council Chambers. There will not be a full dinner at this event.

In regards to the open government ordinance, Recreation Services Supervisor, Yurchak stated that the City is moving forward with training for Commissioners on the Open Government Act. The City Clerk's office has requested that all Commissioners read the ordinance and sign the declaration document. You can turn in the forms to Recreation Services Supervisor, Yurchak, and she'll forward them all together to the City Clerk's office.

Any Commissioner who did not attend the last PAC meeting, please see Recreation Services Supervisor, Yurchak, to set up to attend another meeting where there will be training.

New Business

2. Phantom Art Gallery Review – Golden Hills Art Association

Community Enrichment Coordinator, Lorentzen announced the Golden Hills Art Association has applied for the Phantom Art Gallery. If approved their art exhibit would be shown from September 25-December 1, 2006. Introduced to speak was Maria Lemery of the Golden Hills Art Association. She stated the organization's goal is to foster community fine art appreciation. Currently there are approximately 30-35 members. The organization has a variety of art, fine art painting, oil, acrylic, pencil, and pastel, all which could be shown on exhibit at the Phantom Art Gallery. The Commission viewed the displayed artwork. Council Member Giordano stated she didn't realize how large the membership at Golden Hills Art Association has grown. Council Member Giordano asked Ms. Lemery how they determine whose art is displayed. Ms. Lemery, responded that were all descent artists. Council Member Giordano stated there's only so much space. Ms. Lemery stated they'd accommodate to fit the room, maybe one art piece per person/artist. Vice-Chairperson Ogle stated two years ago the Golden Hills Art Association split their exhibit time to accommodate all artists in the space allotted. This would facilitate more artists. Ms. Lemery stated she hasn't discussed it with the Association yet, but that would be a good idea.

MOTION to accept Golden Hills Art Association to exhibit their art at the Phantom Art Gallery.

M/S: Hays/Rabe

Ayes:(3), Ettinger, Butler, Aragon

Abstain: (3) McGuire, Rabe, Ogle

Nays: (0)

IX. Old Business

1. Tea in the Tress Wrap Up – Tea in the Trees Subcommittee

Commissioner Rabe stated she met with Recreation Services Manager, Bonnie Greiner, and went over all the documentation, she signed off on it, and turned over the monies. All tickets except for six were sold. The profit of the tickets, less expenses came to \$849.99. This money will go to the Milpitas Community Concert Band. The Community Band's next event is scheduled for March 24, 2006, and a check will be presented to them at that time. Community Enrichment Coordinator, Lorentzen suggested presenting the Community Band with a poster size check.

Commissioner Rabe stated everyone was happy with the event. All committee members were involved and members from the local community groups participated as well: Camera Club, Golden Hills Art Association, Library Commission, City Council, and Staff.

Council Member Giordano asked if she's planning another event for next year. Commissioner Rabe stated the subject hasn't been brought up. Recreation Services Supervisor, Yurchak stated the Commission could put this item on their 2006 Work Plan. Commissioner McGuire added that they were able to get trees from the Family Giving Tree Organization.

Commissioner McGuire stated she wrote a nice letter for the Family Giving Tree Organization and gave it to Recreation Services Manager, Bonnie Greiner to sign and mail. The organization to date has not received the letter of appreciation.

Commissioner Ogle asked if anyone took photos as she is requesting photos for a scrapbook of the workshops from guests and friends. She'll even buy the

Approved Minutes

February 27, 2006

Page 2 of 7

prints. Commissioner Rabe stated the event was a success because of the City Council, Commissioners, and at the same time managed to have a good time doing it all for the event. Council Member Giordano stated she considers the event very successful.

Note. Receipt. File

X. New Business

1. Election of Officers – Chairperson Foulk

Commissioner Ogle opened up the floor for nominations for Chairperson.

Commissioner McGuire nominated Commissioner Rabe.

Commissioner Ettinger nominated Commissioner Foulk, but it was discussed since he is the Chairperson for PAC that it would not be fair.

Commissioner Butler nominated Commissioner Ogle. Commissioner Ogle declined the nomination.

MOTION to approve Commissioner Rabe as Chairperson of the Arts Commission.

M/S: McGuire/Ogle Ayes: (5) McGuire, Ogle, Butler, Aragon, Hays

Commissioner Ogle opened up the floor for nominations for Vice Chairperson.

Commissioner Ettinger nominated Commissioner McGuire.

Commissioner Butler nominated Commissioner Ogle.

MOTION to approve Commissioner Ogle as Vice Chairperson of the Arts Commission.

M/S: Aragon/Rabe Ayes: (4) McGuire, Butler, Hays, Ettinger

3. Review City of Milpitas Cultural Arts Implementation Plan – Staff

Community Enrichment Coordinator, Lorentzen introduced to the Commission the review of the 2000-2005 Cultural Arts Implementation Plan. She stated that this document is for Commission review, to see if you want to add unaccomplished items to the Commission's Work Plan for 2006.

Goal #1 Foster Awareness of the Rich Diversity in the Community;

Item #3 Work with Sister Cities Commission to develop new arts and cultural programs and expand participation in Cultural Exchange. The Commission has agreed to add this item to the Work Plan.

Item #6 Provide Resources, funding, volunteers and networking to help enrich programming and grow audiences has been approved to add to the plan. The Commission has agreed to add this item to the Work Plan.

Item #7 Collaborate with other Cities to learn about new innovative programming. City Council Member Giordano states since we have an Economic Director that can be a catalyst to complete this task and reach out to target groups.

Item #9 Increase Database of contacts from different Milpitas based cultural groups. City Council Member Giordano asked if city staff would like to reach out to the Community groups we currently give grants to. She went on to say that this could be done on an individual basis. The Commission has agreed to add this item, but it's not as a commission.

Item #10 Utilize current events such as National Night out Block Party to foster the arts and cultural sharing. City Council Member Giordano stated a lot was accomplished and this will go to City Council. The Commission agreed to add this item to the Work Plan.

Goal #2 Provide Education opportunities in the Arts and Culture;

Item#3 Utilize Teen Center for art and cultural activities and display space. City Council Member Giordano stated she's the staff liaison for the Youth Advisory Committee. The Commission agreed to add this item to the Work Plan. Commissioner Ettinger stated an exhibition at the Library would also be an optional site to display art.

Item #7 Nurture collaborations between the Library and art groups for literary events. The Commission agreed to add this item to the Work Plan.

Item #8 Setup Student/Senior mentor program, i.e. reading, crafts, etc. Commissioner McGuire asked if art classes are offered at Terrace Gardens? Recreation Services Supervisor, Yurchak stated no, but the seniors can use the city shuttle and go to the Senior Center. Commissioner McGuire stated they have nice classrooms to have a show themselves. Council Member Giordano, liaison to Terrace Gardens stated the contact person at Terrace Gardens would be Mr. Dick Ruth, President of Terrace Gardens to discuss starting a program.

Item #10 Explore using historical buildings such as the Adobe or the DeVries house for art display/exhibits and events. The Commission as agreed not to add this to the plan at this time. Commissioner McGuire stated the Art Club doesn't have screens and maybe could work conjunction with the Camera Club and CASP grants. Commissioner Ettinger stated cities have done an annual exhibition where a fee is charged, judges' review the art, and put in the show. There are prizes, and she's not sure what they do with the monies. It's like a contest, jury exhibition. Commissioner McGuire stated open to the public and have them pay an amount to show their art. The Art Club would be interested. City Council Member Giordano states the DeVries building would be a good place. Commissioner McGuire stated it's too small because it's being changed into small office & apartments spaces.

Item #11 Develop new systems for intercommunication between cultural art groups. This doesn't affect the Arts Commission.

Item #12 Continue to enhance programming through the Recreation Services Department to serve a broader cross-section of the City's youth. The Commission had no response because the responsible party is City Staff.

Under Goal #3 Promote Artistic Expression Throughout the Community;

Item #1 Consider redefining CASP to increase likelihood of funding for new organizations and ensure that repeating organizations develop new and creative programs rather than repeating a similar program that was previously funded. The Commission has agreed to add this item to the Work Plan.

Item #3 Increase City funding for Cultural Art Activities. Recreation Services Supervisor, Yurchak stated the fundraising efforts like “Tea in the Trees” to supplement city funding. The Commission has agreed to add this item to the Work Plan.

Item #4 Engage community groups, youth organizations and churches to promote a ‘sharing’ of cultural ideas and increase awareness of art and culture. Community Enrichment Coordinator, Lorentzen stated she’s noticed that CASP groups have been turning to each other for supplies, and sponsoring each other.

Item #5 Consider a city supported matching funds program. Community Enrichment Coordinator, Lorentzen stated the meaning of matching grants is if you want \$2,000, you have to put up \$2,000. The Commission agreed to add this item to the Work Plan.

Item #6 Support and encourage neighborhood events to mingle cultural groups such as “Art in the Park,” “Picnic in the Park.” The Commission agreed to add this item to the Work Plan.

Goal #4 Increase Cultural Participation; item #1 Foster growth of the Art Leaders Summit group, which includes all art providers with the common goal of increasing cultural participation. Community Enrichment Coordinator, Lorentzen asked Chairperson Rabe if there was a summit group. Commissioner Rabe stated, ‘no.’ MAFTA took over. The Commission agreed to not add this item to the Work Plan.

Item #3 Develop concepts for the acquisition of property and facilities or leasing to support art activities. Community Enrichment Coordinator, Lorentzen stated an option would be to use the empty buildings at McCarthy Ranch for different art projects. The Commission agreed to not add this item to the Work Plan.

Item #4 Consider a centralized box office available to all art provides in Milpitas. Recreation Services Supervisor, Yurchak suggested not to add this item because of money issues.

MOTION to add specific approved items listed in the Cultural Arts Implementation Plan to the Work Plan.

M/S: McGuire/Ettinger

Ayes: All

4. 2006 Work Plan Discussion – Kathleen Yurchak

Chairperson Rabe asked the Commission if anyone would like to add any other items to the Work Plan not previously discussed. Commissioner Ettinger mentioned the Commission should hold another fundraiser. Recreation Services Supervisor, Yurchak stated that if the Commission would like to have Arts Day, the Commission would have to work with MAFTA. Commissioner McGuire asked about funding for the Arts Day. Recreation Services Supervisor, Yurchak stated last years funding was through grants written by staff. Arts Day is not a City of Milpitas Special Event, so if the Commission were interested in continuing Arts Day, they would be responsible for writing their own grants or working with the Milpitas Alliance for the Arts. Commissioner Ettinger asked if the City would be holding the Harvest Festival. Recreation Services Supervisor, Yurchak, informed the Commission that the City would not be funding the Harvest Festival or Global Village in 2006-2007.

Recreation Services Supervisor, Yurchak stated that Arts Day doesn't have to be a large event. Community Enrichment Coordinator, Lorentzen, stated \$2,500 would easily pay for the Arts Day event. Also, when applying for grants, apply for more than one grant from a couple organizations to be safe. Council Member Giordano asked about reinstating Arts Day by going to City Council for funding. Recreation Services Supervisor, Yurchak, stated the funding for Arts Day has always come from grants, and has never been a City budgeted event. Chairperson Rabe asked the Commission to consider making Arts Day different for the kids. Recreation Services Supervisor, Yurchak recommended to visit the website for California Arts Day and that the City supports this event, through event space and tables and chairs, but won't be able to fund the event. Chairperson Rabe asked for a list of items to purchase for Arts Day.

Recreation Services Supervisor, Yurchak stated the City Council would review and approve the 2006 Work Plan at their March 21, 2006 meeting.

Commissioner McGuire asked if Arts Day is in the Cultural Arts Implementation Plan? Community Enrichment Coordinator, Lorentzen answered no, that Arts Day did not exist when this plan was implemented.

MOTION to approve the 2006 Work Plan.

M/S: Ettinger/Aragon Ayes: All

XI. Staff Reports

Upcoming Events

Recreation Services Supervisor, Yurchak stated Community Enrichment Coordinator, Lorentzen will be on maternity leave starting in April. Rainbow Theatre Director, Anne Kelly will be taking over the Cultural Arts Support Program and the Milpitas Community Concert Band while Community Enrichment Coordinator, Lorentzen is on leave.

Chairperson Rabe requested that the Commission review the CASP Event sign up sheet again in the April meeting, as there are still some events with no Commissioner attending. Chairperson Rabe signed up for GENCO and Milpitas Alliance for the Arts.

XII. Liaison Reports

1. City Council

Council Member Giordano informed the Commission that there were two meetings in February 2006. On February 7, 2006 City Council discussed the City Financial Reports dated 12/31/05 including the 5% cut back, the better revenue stream, the 6 million dollar deficit where monies will be transferred from the Redevelopment Agency.

The Economic Developed Commission Plan was reviewed. The Plan included branding of City through Signage, divert from San Jose airport, shop local.

The No Smoking Ordinance to prohibit smoking on playgrounds was introduced.

Council Member Giordano stated the City Council meeting on February 21, 2006 continued a public hearing for a use permit for the Toyota auto dealership named Piercy Automotive at 950 Thompson Street. An authorize entertainment permit for Butler Amusements Carnival at the Great Mall from 3/3-3/21. The 98% of the uncollected developer fees noted a few months ago have been

collected. The action to put on the June 2006 ballot is an advisory measure regarding changing the city from general law to a charter city. Council Member Giordano stated that she likes that this measure will go to the residents, which will tell governing agencies that we're trying to get status as a charter city. Council Member Giordano stated the approved date/event proposal to rename Milpitas Senior Center for Barbara Lee is scheduled for April 25, 2006. Also, introduced to the City Council was the ordinance to allow an alternate member to Planning Commission.

2. Commissioner CASP Review

Commissioner Aragon stated she attended the opening night of the Calaveras Repertory Theatre's production of "New Year's Day". The event was not well advertised and it was hard to purchase tickets. Commissioner Aragon stated she couldn't tell if it was a well-attended event. The main area was filled; the sides of the theatre were empty. She believes a total of 50 seats were filled. The director and actors performed well. The playwrights in the audience were recognized as well as the City of Milpitas. Community Enrichment Coordinator, Lorentzen asked Commissioner Aragon to refer back to the original CASP grant paperwork to see what their goals were to answer the rest of the CASP Event Commissioner Evaluation.

8. Milpitas Historical Society

Commissioner McGuire stated she attended the installation dinner.

XIII. Future Agenda Items

- 2006 Work Plan
- CASP Sign Up Sheet 2005-2006

XIV. Adjournment

There being no further business the Chair adjourned the meeting at 8:32 p.m., to the next regularly scheduled meeting on April 24, 2006.

Respectfully Submitted,

Tirzah Cedillo
Acting Recording Secretary